

FREE DOWNLOAD

# YOUR YEAR-ROUND PHILANTHROPY CALENDAR

Key Dates That Drive Donor Engagement,  
Stewardship, and Giving

## WHY YOU NEED THIS CALENDAR

If you've ever said, "We should've done something for that..." this is for you. This calendar gives you dozens of ready-made opportunities to engage donors, celebrate your mission, and build consistency in your content. You'll find national observances that make great stewardship moments, campaign tie-ins, planned giving nudges, and community-focused holidays that pair perfectly with impact storytelling.

These aren't just "cute holidays"—they're strategic touchpoints that help you stay in front of your audience in meaningful ways, without having to make it all up from scratch.

## HOW TO USE THIS CALENDAR

1. **Pick what fits.** Not every date will work for every organization. Choose the ones that feel true to your brand, your mission, and your giving priorities. I've provided the dates by theme and by month to help you plan, in whatever way works for your brain.

2. **Customize.** Don't overlook specific dates that are important for your nonprofit only. Examples include birthdays of leaders and former leaders, namesake's birthday, the date you were incorporated (your nonprofit's birthday!), and other milestones and anniversaries specific to your organization.



Please keep this PDF in a safe place!

## HOW TO USE (CONTINUED)

3. **Map it out.** Drop these dates into your project management tool, content calendar, or similar.
4. **Prep in batches.** Use templates, repurpose strong past content, and automate where you can.
5. **Measure and adjust.** Keep tabs on what actually drives engagement and giving.

## HOW TO USE THESE DAYS IN YOUR FUNDRAISING AND STEWARDSHIP STRATEGY

Great content doesn't have to be complicated. It just has to be intentional. These observances give you natural openings to talk about your mission, highlight donor impact, and connect in ways that feel timely and genuine.

Here are some simple, effective ways to use these dates to raise awareness, strengthen relationships, and drive giving:

### **Create a social media post tied to the theme of the day.**

Use a strong image or graphic and a short caption that connects your mission to the observance. DON'T FORGET to include a link to your giving page.

### **Turn that same caption into a quick email.**

Add a sentence or two and hit send. These "light lift" campaigns work well for stewardship, soft appeals, or just staying top-of-mind.

### **Film a short video.**

Grab your Executive Director, a board member, or a grateful recipient of your services and have them share why this day matters. Add a soft pitch at the end. Post on social and drop it in an email.

### **Use stewardship days to go old-school.**

Handwritten notes still matter. Use days like National Compliment Day or World Gratitude Day to thank your major donors or longtime supporters in a personal way.

### **Send postcards for major giving days.**

For bigger moments like Giving Tuesday or National Philanthropy Day, send a simple postcard to key donors. Use them to warm the audience before your appeal hits.







### **Gather testimonials for longer observances.**

For week- or month-long themes (like National Scholarship Month or Volunteer Month), collect stories from donors, board members, staff, or grateful program participants. These can power a full week of content — and help build your case for giving.

# Your Philanthropy Calendar Dates

## CATEGORIZED BY THEME & ORDERED BY MONTH/DATE

### QUICK REFERENCE BY THEME

-  FUNDRAISING & PHILANTHROPY
-  DONOR STEWARDSHIP & GRATITUDE
-  EDUCATION, MISSION, AND LEGACY
-  PLANNED GIVING & FINANCIAL AWARENESS
-  MISSION-DRIVEN MESSAGING & COMMUNITY
-  CALENDAR YEAR-END PUSH

## Fundraising & Philanthropy



- Aug 17: National Nonprofit Day
- Aug (All Month): National Make-A-Will Month
- Sep 5: International Day of Charity
- Oct 5: Do Something Nice Day
- Oct 10: DAF (Donor-Advised Fund) Day
- 3<sup>rd</sup> Week of October: National Estate Planning Awareness Week
- Nov (All Month): National Scholarship Month
- Nov 15: National Philanthropy Day
- Late Nov/Early Dec: Giving Tuesday (varies annually, 1st Tuesday after Thanksgiving)

## Donor Stewardship & Gratitude



- Jan 24: National Compliment Day
- Feb 7: National Send a Card to a Friend Day
- Feb 14: Valentine's Day
- Feb 17: Random Acts of Kindness Day
- Mar 13: National Good Samaritan Day
- Apr 20: Volunteer Recognition Day
- Apr 28: Global Pay-It-Forward Day
- Jun 7: World Caring Day
- Sep 21: World Gratitude Day
- Nov 13: World Kindness Day
- Nov 27: Thanksgiving Day

## Education, Mission, and Legacy



- Jan (All Month): National Mentoring Month
- Jan 16: National Religious Freedom Day
- Jan 17: World Religion Day
- Apr (All Month): National Volunteer Month
- May (Early): Commencement (varies by institution)
- Jun 6: National Higher Education Day
- Dec 5: International Volunteer Day

# Your Philanthropy Calendar Dates

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CATEGORIZED BY THEME & ORDERED BY MONTH/DATE

## Planned Giving & Financial Awareness



- Apr (All Month): Financial Awareness Month
- Aug 14: National Financial Awareness Day
- Aug (All Month): National Make-A-Will Month
- Oct 10: DAF (Donor-Advised Fund) Day
- 3<sup>rd</sup> Week of October: National Estate Planning Awareness Week

## Mission-Driven Messaging & Community



- Feb (All Month): Black History Month
- Feb 20: World Day of Social Justice
- March (All Month): Women's History Month
- Mar 8: International Women's Day
- May 3: Join Hands Day
- June (All Month): LGBTQIA+ Pride Month
- Jun 19: Juneteenth
- Aug 19: World Humanitarian Day
- Sep 17: Constitution Day and Citizenship Day
- Oct (All Month): National Disability Employment Awareness Month
- 2<sup>nd</sup> Monday of October: Indigenous People's Day
- Nov 20: Transgender Day of Remembrance
- Dec 1: World AIDS Day
- Dec 3: International Day of Persons with Disabilities
- Dec 10: Human Rights Day

## Calendar Year-End Push



- Dec 25: Christmas Day
- Dec 29: Tick Tock Day (Year-End Giving Prompt)

# Your Philanthropy Calendar Dates

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MONTH-BY-MONTH VIEW

## January

- National Mentoring Month 
- Jan 16: National Religious Freedom Day 
- Jan 17: World Religion Day 
- Jan 24: National Compliment Day 

# Your Philanthropy Calendar Dates

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## MONTH-BY-MONTH VIEW

### February

- Black History Month 🎁
- Feb 7: National Send a Card to a Friend Day ❤️
- Feb 14: Valentine's Day ❤️
- Feb 17: Random Acts of Kindness Day ❤️
- Feb 20: World Day of Social Justice 🌍

### March

- Women's History Month 📖
- Mar 8: International Women's Day 🌍
- Mar 13: National Good Samaritan Day ❤️

### April

- Financial Awareness Month 💡
- National Volunteer Month 📖
- Apr 20: Volunteer Recognition Day ❤️
- Apr 28: Global Pay-It-Forward Day ❤️

### May

- May (Early): Commencement 📖
- May 3: Join Hands Day 🌍

### June

- LGBTQIA+ Pride Month 🌍
- Jun 6: National Higher Education Day 📖
- Jun 7: World Caring Day ❤️
- Jun 19: Juneteenth 🌍

### August

- National Make-A-Will Month 🎁 / 💡
- Aug 14: National Financial Awareness Day 💡
- Aug 17: National Nonprofit Day 🎁
- Aug 19: World Humanitarian Day 🌍

### September








- Sep 5: International Day of Charity 🌍
- Sep 17: Constitution Day and Citizenship Day 🌍
- Sep 21: World Gratitude Day ❤️

# Your Philanthropy Calendar Dates







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## MONTH-BY-MONTH VIEW






### October

- National Disability Employment Awareness Month 
- Oct 5: Do Something Nice Day 
- 2<sup>nd</sup> Monday of October: Indigenous People's Day 
- Oct 10: Donor Advised Fund (DAF) Day  / 
- Oct 20–26: National Estate Planning Awareness Week  / 

### November

- National Scholarship Month 
- Nov 13: World Kindness Day 
- Nov 15: National Philanthropy Day 
- Nov 20: Transgender Day of Remembrance 
- Nov 27: Thanksgiving 
- Late Nov/Early Dec (1<sup>st</sup> Tuesday after Thanksgiving): Giving Tuesday 

### December

- Dec 1: World AIDS Day 
- Dec 3: International Day of Persons with Disabilities 
- Dec 5: International Volunteer Day 
- Dec 10: Human Rights Day 
- Dec 25: Christmas Day 
- Dec 29: Tick Tock Day 

## PRO-TIP

Make this your own. Add your institution's founding date, campaign launches, or the birthdays of scholarship namesakes. Even the "small" observances can become meaningful if they're connected to your mission.

## NEED A TURNKEY SOLUTION?

If building a full year of fundraising content feels like one more thing on an already-full plate, I get it.

That's where I come in.

I work with organizations just like yours to create custom, ready-to-go fundraising and stewardship content—mapped out, written, and aligned with your mission and goals.

APRIL 2025

Whether you need monthly social media posts, full campaign support, or a soup-to-nuts content calendar, I can help you show up consistently and with purpose.

Let's talk about what you need to thrive. I'll walk you through pricing and options for done-for-you content packages that take the pressure off and keep your messaging moving all year long.

Email me at [jcloud@realdealfundraising.com](mailto:jcloud@realdealfundraising.com). Or you can call me at 571.438.8333.

You don't have to do it all alone. Let's build something strong—and sustainable—together.

Wishing you the very best,

*Jessica Cloud*

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PS - If you encounter any difficulties with this guide or you have suggestions for improvement, please contact me at [jcloud@realdealfundraising.com](mailto:jcloud@realdealfundraising.com). Or click the button on the left.

PPS - Let's keep in touch! I hope you found this free guide helpful. Be sure to follow me on your preferred social media platform for more content, freebies, and products like this. The handles in blue are clickable!



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